

MEMORANDUM OF UNDERSTANDING

THIS MEMORANDUM OF UNDERSTANDING ("MOU") is made and entered into this _____ day of _____, 2010, by and between the Salisbury Tourism Development Authority, dba, the SALISBURY TOURISM AND CULTURAL DEVELOPMENT COMMISSION, a North Carolina public authority ("Salisbury TCDC") and the Rowan County Tourism Development Authority, dba the ROWAN COUNTY CONVENTION AND VISITORS BUREAU, a North Carolina public authority ("Rowan County CVB").

RECITALS

WHEREAS, the Salisbury TCDC and the Rowan County CVB operate as public authorities charged with promoting increased tourism for purposes of community and economic development within Salisbury and Rowan County, North Carolina; and

WHEREAS, the Salisbury TCDC and the Rowan County CVB seek to maximize community resources through collaborative and strategic oversight of travel marketing, destination development and visitors services; and

WHEREAS, the Salisbury TCDC and the Rowan County CVB seek (1) to create a framework, based on organizational strengths, to effectively promote tourism within Salisbury and Rowan County, (2) to recognize common values between hospitality providers and attractions to advance tourism, (3) utilize limited financial resources to strategically market the destination, (4) to focus on the uniqueness and authenticity of the destination as a competitive advantage, and (5) to acknowledge the important roles of history, art and culture in distinguishing Salisbury and Rowan County as preferred location for a memorable visitor experience, and

WHEREAS, the Salisbury TCDC and the Rowan County CVB recognize the importance of inter-governmental and interagency cooperation in promoting travel and tourism as an economic and community development strategy for our City, County, region and state;

NOW, THEREFORE, for and in consideration of the foregoing premises and mutual understandings and obligations of the parties, the Salisbury TCDC and the Rowan County CVB agree as follows:

I. GENERAL CONDITIONS

1. This MOU is expressly conditioned upon and subject to the parties hereto entering into a mutually acceptable written agreement as to all aspects of the creation of a Joint Marketing Committee for the purpose of implementing an inclusive destination marketing program for Salisbury and Rowan County.
2. Unless superseded by a written amendment, this MOU contains the understanding of the parties with respect to the creation of the Joint Marketing Committee.

II. PARTIES TO THIS MEMORANDUM OF UNDERSTANDING

1. Salisbury Tourism and Cultural Development Commission (Salisbury TCDC), a North Carolina public authority.
2. Rowan Convention and Visitors Bureau (Rowan County CVB), a North Carolina public authority.

III. JOINT MARKETING COMMITTEE DESCRIPTION

1. The Joint Marketing Committee will be composed of equal representation, meaning five (5) members each, from the Salisbury TCDC and the Rowan County CVB.
2. The membership of the Joint Marketing Committee shall be appointed by the Chairpersons of their respective commission or bureau.
3. The Joint Marketing Committee will annually plan and implement an Inclusive Destination Marketing Program;
 - a. Based on mutually agreed upon goals and objectives,
 - b. Derived from substantive and informed market research and analysis,
 - c. Strategically implemented in accord with tourism industry practices,
 - d. Promotes the destination through coordinated marketing and enhanced brand awareness,
 - e. Focuses on Family, Culture, Heritage, Events and Affordable Travel,
 - f. Involves and supports destination partners through collaboration, training and targeted promotion.
4. The Joint Marketing Committee will provide leadership and oversight for the Convention and Visitors Bureau's destination marketing initiatives and brand continuity.
5. The Joint Marketing Committee will report monthly to the Salisbury TCDC and Rowan County CVB Board of Directors.

IV. TERMS AND OBLIGATIONS

1. The MOU is annually renewable and must be agreed upon *by a* majority vote of both the Salisbury TCDC and the Rowan County CVB, concurrent with the fiscal year beginning July 1, 2010 and ending June 30, 2011.
2. The Salisbury TCDC and the Rowan County CVB will allocate up to 2/3 of their annual revenue derived from occupancy tax collections to the Joint Marketing Committee. The Joint Marketing Committee shall use the remitted funds for the purposes of implementing an Inclusive Destination Marketing Program and costs associated with marketing implementation.
3. The Joint Marketing Committee will be serviced by the staff of the Rowan County CVB for purposes of marketing, administration, visitor services and brand continuity. CVB staff will additionally be charged with implementing the Joint Marketing Committee's Destination Marketing Program.
4. The Inclusive Destination Marketing Program of Work will be presented for informational purposes along with a report of other tourism related activities to the Salisbury City Council and the Rowan County Board of Commissioners on an annual basis.
5. Any unspent or unallocated funds shall be reserved annually for future marketing and programs as determined by the Joint Marketing Committee. Should the Salisbury TCDC and the Rowan County CVB elect not to renew the MOU, and then any unspent and unallocated funds will be remitted to the Salisbury TCDC or Rowan County CVB, respectively, on a per rata basis derived by calculation of the level of funding participation.
6. Either party may withdraw from this agreement based on 120 days written notice.

SIGNATURES

The parties to this MOU hereby acknowledge their intent to proceed in good faith for the purpose of advancing the economic and community benefits of increased tourism in Salisbury and Rowan County, North Carolina.

Salisbury Tourism and Cultural Development Commission
North Carolina public authority

Rowan County Convention and Visitor's Bureau
A North Carolina public authority

By: _____
Mark Lewis, Chairman

By: _____
Michelle Patterson, Chairman